



Central Maryland Regional Transit Plan Commission Meeting

Baltimore Metropolitan Council

April 25, 2019

9:00 AM – 12:00 PM

Draft Meeting Notes

Commission Members in attendance:

Name	Title	Role
Ramond Robinson	Director of Transportation, Anne Arundel County	Anne Arundel County Executive's designee
Michelle Pourciau	Director of Transportation, Baltimore City	Baltimore City Mayor's designee
<i>Charles Conner for Elisabeth Sachs</i>	Director of Government Reform & Strategic Initiatives, Baltimore County	Baltimore County Executive's designee
Bradley Killian	Director of Planning & Zoning, Harford County	Harford County Executive's designee
Sameer Sidh	Chief of Staff, Howard County	Howard County Executive's designee
Jim Shea	Chairman Emeritus, Venable LLP	Senate President's appointee
Kirby Fowler	President, Downtown Partnership	Speaker of the House's appointee
Linda Greene	Member, MDOT MTA Citizens Advisory Council	Governor's appointee
Gina Stewart	Executive Director, BWI Partnership	Governor's appointee
J.C. Hendrickson	Member, MDOT MTA MARC Riders Council	Governor's appointee
Katie Collins-Ihrke	Executive Director, Accessible Resources for Independence	Governor's appointee

PURPOSE

Mike Kelly, Executive Director of the Baltimore Metropolitan Council, convened the meeting and discussed the purpose of the meeting.

He noted that this meeting was the second Regional Transit Plan (RTP) Commission meeting. The purpose of this meeting was to provide an overview of various focus area overviews, hear public comment, and define next steps.



OPENING REMARKS – Ms. Holly Arnold, Deputy Administrator of MDOT MTA

Ms. Arnold requested approval of the minutes from the March Commission Meeting.

A revision to the previous Commission Meeting minutes was requested by Mr. James Shea. Ms. Arnold indicated that the team will make the changes to reflect Mr. Shea's request and send to him for review and approval before posting to the project website.

Ms. Arnold formally introduced Ms. Katie Collins-Ihrke who had attended the previous meeting by phone.

PUBLIC COMMENT

The public comment session was facilitated by Simon Taylor, RTP Project Team. Members of the public were given three minutes to testify; those representing an organization were given five minutes.

- A. Mr. David Henley, Project Director for Baltimore Washington Rapid Rail: Mr. Henley provided an overview of BWRR's goal to bring the fastest train in the world to the Northeast Corridor. He outlined the draft schedule and believes that the first phase of this project (Washington DC to Baltimore) must be addressed in the Plan. Questions were directed to Mr. Henley about his work, and further discussion was requested after the close of the meeting.
- B. Mr. Edward Cohen, Chairman of Infrastructure Committee on CAC / CACAT: Mr. Cohen indicated that while no one who is a member of the committee can speak on behalf, the Committee's actions speak for them. Mr. Cohen referenced a 2015 Committee report on rail in the Baltimore region [see Addendum for link], and emphasized that planning and development must be inclusive of all rail modes, and comprehensive.
- C. Mr. Josh Tulkin, Director of the Maryland chapter of the Sierra Club, Member of Get Maryland Moving Coalition: Mr. Tulkin recommended important metrics that will best inform the plan and emphasized that the Plan is only as good as the ability to measure it. This plan should be a vehicle to help Maryland achieve goals that are already in place, as it is all too common for the state to have goals and create plans in conflict with these goals. This plan should look at how pollution from the transportation sector can be remedied. Business as usual will result in continued growth in emissions. A plan must be as significant as necessary to make a dent in the climate change.
- D. Mr. Eric Norton, CMTA Director of Policy and Programs: Mr. Norton advised that on the RTP website, people can sign up for e-mail alerts but he had not received any to date. Additionally, social media should promote outreach events related to the RTP. Mr. Norton was pleased that Howard County recently released their 2019 priority letter and listed RTP as its priority.
- E. Mr. Chris Yoder, Baltimore City resident: Transportation is critical to connectivity and is value added in a city or urban area. It is critical for reaching climate or environmental goals. Follow the guidance of Daniel Burnham, an urban planner, when he was talking about planning:



“Make no little plans. They have no magic to stir men’s blood.” Consider transit dependent and choice riders. There are a lot of people who are not here and for whom cars are an unaffordable luxury. Transit options should consider both the people who have an option and those who don’t, for whom transit is a necessity. Consider night and weekend transit accessibility. This place for example is not convenient to access by transit, as is much of Maryland.

Ms. Arnold thanked everyone who participated in public comment. She indicated that the goal of this meeting is to provide a high-level overview of peer benchmarks, trends, and draft goals which will guide future meetings. She indicated that the material was intentionally high level; that the team wanted to receive feedback on what to focus on for future meetings; and that the team would answer if possible but may have to defer to later meetings.

MEETING FOCUS

Ms. Arnold referred to the presentation **[See slide deck posted on RTP website]**

The Commission members discussed peer agencies and posed questions to the project team. Key questions and responses are summarized below:

Q: How were peer regions and cities selected?

Ms. Arnold: Peer regions and cities that had similar population sizes and densities, and similar modes were selected. Peers who have more service and are expanding their systems were also reviewed. MDOT MTA undergoes quadrennial performance reviews and peers are identified throughout these processes, as well. MDOT MTA is using peer agencies to help the agency focus on where it is today, how it is trending, and comparative current performance to peers.

Q: Did the Project Team identify any regions or cities that might provide a stretch goal?

Ms. Arnold: Regions such as Denver, Minneapolis, and Portland were included.

DRAFT GOALS REVIEW

Ms. Kimiya Darrell, RTP Project Team, provided a brief overview of what was completed previously, along with input from the public from outreach since February 2019 regarding priorities and goals. **[See slide deck posted on RTP website]**

The RTP Project Team reviewed the Maryland Transportation Plan along with numerous local transportation and land use plans, feedback from the March Commission meeting exercise and public input. This information was synthesized to create the draft goals presented at the meeting. The project team was cognizant of the Commission’s request to align/avoid conflict between the goals for the RTP and other plans in the region. Finally, the project team aimed to apply the same level of detail in the RTP’s draft goals as the others in the regional plans. Outreach locations for pop-ups and advertising online were specifically targeted to ensure a wide geographic spread and not oversampling.



The Commission will continue to revisit and revise these draft goals through December.

The Commission members discussed the presentation and posed questions to the project team. Key questions and responses are summarized below:

Commission members discussed concerns that the draft goals as listed are not sufficiently concrete and the language was too incremental. Some of the goals are clear and apparent, but environmental goals and issues are absent. Members suggested a desire to assess the potential of this being elevated to a primary goal since numerous comments from public testimony have been received regarding this manner

Q: What is the specific vision? The purpose of this effort is to develop a vision for 25 years down the road. Commission members discussed the idea that the Plan need not be constrained by local plans. While plans should not conflict, this is an opportunity to lead rather than follow.

Ms. Arnold: We can focus on a vision discussion at the June Commission meeting if that is desired.

Commission members also discussed a desire to have clearer, more targeted goals; specifically, there was a desire to ensure adequate funds for transit and therefore be more specific in setting a target.

Commission members agreed that involving the Maryland Department of Planning in the process would be prudent.

TRENDS AND BENCHMARKS

Ms. Sandy Davis, RTP Project Team, provided an overview of transit trends and benchmarks, including coverage, private services, coordination, and integration between existing providers. Ms. Davis requested that Commission members weigh in on topics and analysis for future meetings. **[See slide deck posted on RTP website]**

Following the presentation, the Commission members asked questions and added comments:

Recommendation was made by the Commission members to ensure there are additional services referenced, like the BGE Shuttle, the County Connector, the Harbor Connector, the Amazon shuttles, and others as identified.

Q: What is MDOT MTA doing to improve bus reliability?

Ms. Davis: MDOT MTA is coordinating with Baltimore City on dedicated bus lanes and transit signal priority (TSP), along with adjusting schedules to reflect more precise information available from real-time data.



Q: What has contributed to the increase in MARC ridership? Why hasn't commuter bus ridership increased with the increase in services?

Ms. Davis: Some rises in MARC ridership can be attributed to the start of weekend service and to cost of living trends throughout the region.

Comment: Service disruptions on Metro SubwayLink and Light RailLink must be noted.

Mr. David Miller, RTP Project Team, conducted an interactive exercise. Commission members discussed their answers, and included addressing gaps and redundancies in service, funding, ways to increase ridership on bus and rail services.

The Commission took a brief break at 10:55 AM.

FUNDING AND STATE OF GOOD REPAIR

Ms. Emily Grenzke, RTP Project Team, provided an overview of Funding and State of Good Repair. **[See slide deck posted on RTP website]**

Following the presentation, the Commission members asked questions and added comments:

Commission members would like additional detailed information on state spending on transit compared to other modes to identify the trend on a year by year basis.

Q: Why is almost all capital expenditure for MDOT MTA going to State of Good Repair needs just to maintain assets while only a very small percentage is going to enhancements?

Ms. Grenzke: Once assets were installed and functioning, it is necessary to spend funds to maintain the assets so they can continue to operate safely. Nationally, there is a trend that federal funds are provided to expand systems and many agencies have focused on expansion to the detriment of existing systems and state of good repair

Q: What additional rail has been added in the Baltimore region?

Ms. Arnold: In 1992, the Light RailLink opened, with extension in the late 1990s and double tracking in the early 2000s. Additionally, MDOT MTA's systems are now reaching end of useful life which requires rehab and replacement of many assets.

Commission members discussed the need to balance acknowledging necessary maintenance without getting so mired in State of Good Repair issues as to lose sight of aspirations for the future. Members noted a desire to look at other agencies and regions to build from their experiences and successes. Additionally, broadening a review of potential additional funding sources will avoid looking at transit funding in a vacuum.

ACCESS AND CORRIDORS

Mr. Miller, RTP Project Team, provided an overview on Access and Corridors [**See slide deck posted on RTP website**]

Following the presentation, the Commission members asked questions and added comments:

People with disabilities may not have access to employment due to different barriers, including frequency. Expanding transportation, and not just improving existing corridors, should be discussed alongside land use, levels, and types of development that are supported. Coordination with local jurisdictions to plan collaboratively so that land use and transit are coordinated with one another.

Ms. Arnold: There are many existing places with limited pedestrian infrastructure and these are important to include.

Q: Regarding the slide with transit supportive densities, the data for Anne Arundel County is surprising. Can the Commission see higher resolution maps to zoom into specific areas of transit coverage?

Ms. Arnold: The RTP Project Team will send out high density maps to show projected population and employment growth.

Other discussion identified that according to recent surveys, transit, and walkable places are valued by companies. The RTP Project Team must assess that people want to be car free or car-lite, there is an aging population, and other factors. Additionally, transit supportive planning that considers housing, jobs, and transportation together should be evaluated in the lens of an integrated planning approach. For many employees, getting to/from stations is challenging or impossible.

Solutions discussed include those that may involve using more than traditional fixed-route buses, and other options need to be fully explored; including commuter bus, last-mile solutions, and moving people to transit stations.

Due to time constraints, Ms. Arnold asked if the Commission would be open to moving the Customer Experience listed in the agenda to a future RTP Commission meeting. Commissioners agreed with that recommendation.

PROPOSED PUBLIC INVOLVEMENT

Mr. Teddy Krolik, MDOT MTA Chief of Engagement, provided an overview of RTP Public Involvement **[See slide deck posted on RTP website]**

Mr. Krolik indicated that the RTP Project Team has developed a strategy for broad and inclusive public outreach and is open to guidance from the Commission on where, what, and when public outreach is conducted. The Regional Transit Plan is a larger topic and longer timeframe than a usual transit project, and thus typical outreach processes and the way stakeholders are reached need to be adapted accordingly. Locations have been specifically selected that can be reached by transit, or are where people are, already (for example, libraries). Commission members will receive monthly updates on events and are encouraged and welcomed to attend and help share the events with their networks.

Commission members discussed a desire for targeted employer outreach to major employers in the region, outreach to people with disabilities, and other private shuttle providers in the region.

NEXT STEPS

Commission members provided feedback, including a request to add a visioning session at the June Commission meeting. Ms. Arnold said that MDOT MTA would organize a facilitator to do so and requested that Commission members provide input on the draft goals presented via email before the next meeting.

Ms. Arnold asked Commission members to identify the cities' plans they'd like to see summarized to inform the vision and goals discussion. Commission members identified New Orleans, Charlotte, and Sacramento.

Ms. Arnold provided an overview of next steps:

- Customer Experience and New Mobility topic will be presented at the next Commission meeting due to timing.
- The next Commission meeting is in Anne Arundel County and will be held at 9 AM on June 26th *[Please note: Commissioners were notified shortly after the meeting that the meeting date was changed to June 18th].*
- Public outreach has already begun and will continue in the next few months with upcoming open house meetings in all five Central Maryland counties. Transit riders and non-transit riders will both be engaged as part of the public. Specific efforts will be made to reach people with disabilities and older adults.
- Commissioners will be sent a link to the RTP website, which includes all information related to the RTP planning process, and Ms. Arnold will provide the requested materials and information on the previous Commission meeting's interactive activity.



- The project team will provide additional information about other regions' or cities' comparable plans to understand their processes, visions, and outcomes.
- The project team will provide materials a few days ahead for Commission members.

Ms. Arnold closed meeting at 12:20 pm.



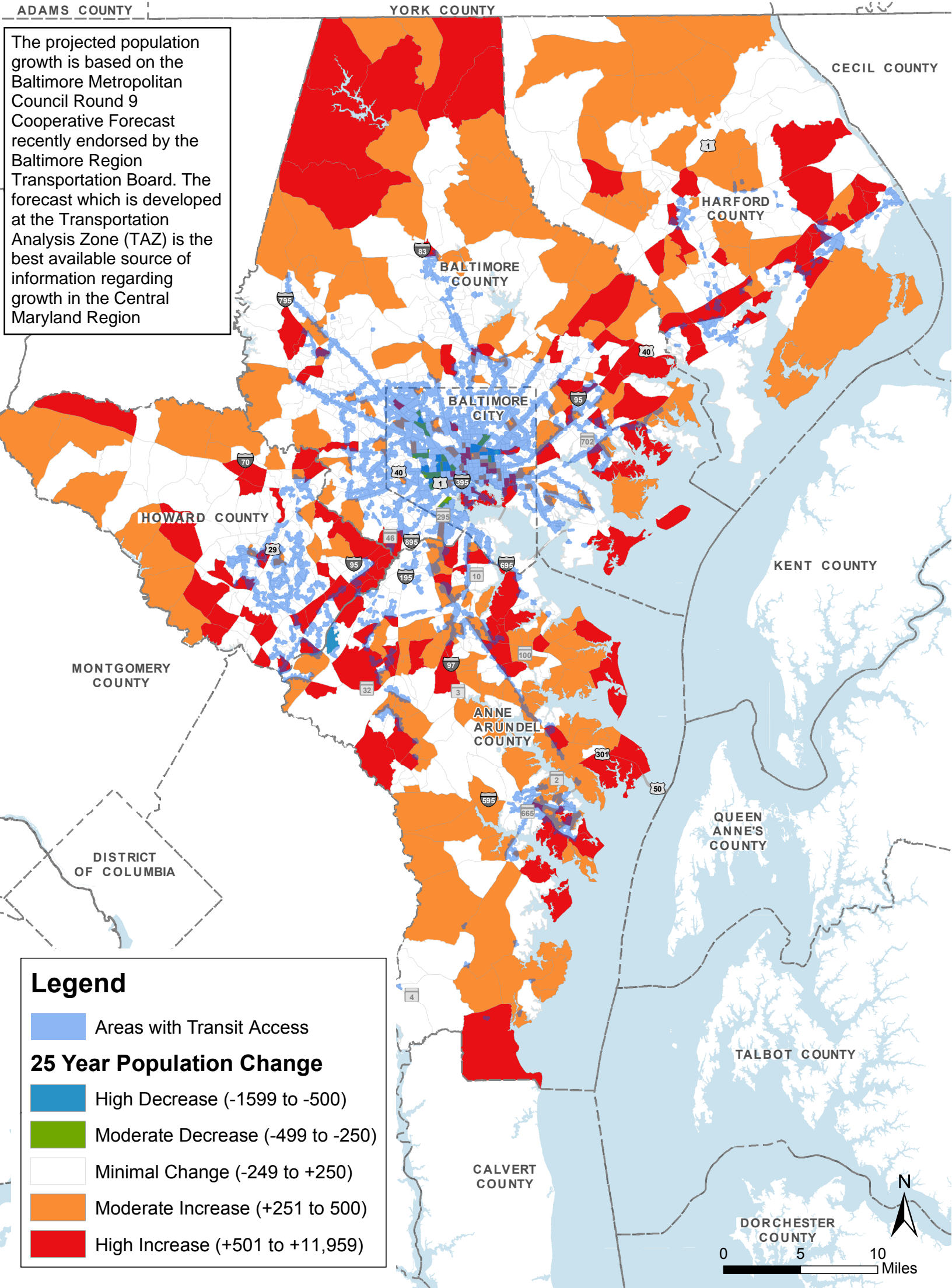
ADDENDA:

The following link is to the 2015 proposal was referenced by Mr. Cohen during public testimony. Ms. Arnold stated that she would share a link to the report, which is included below:

https://s3.amazonaws.com/mta-website-staging/mta-website-staging/files/Community/CAC_Report_on_Rail_Infrastructure_2015.pdf

Other addendums that follow present information that was shared with the Commission via email based upon requests stated during the April meeting:

- High resolution maps
- Precedent plan goals in the central Maryland region (updated)
- Summaries of other regional plans
- Spring Outreach Preliminary Analysis Report
- Memorandum from Commission Member Shea regarding draft goals



The projected population growth is based on the Baltimore Metropolitan Council Round 9 Cooperative Forecast recently endorsed by the Baltimore Region Transportation Board. The forecast which is developed at the Transportation Analysis Zone (TAZ) is the best available source of information regarding growth in the Central Maryland Region

Legend

Areas with Transit Access

25 Year Population Change

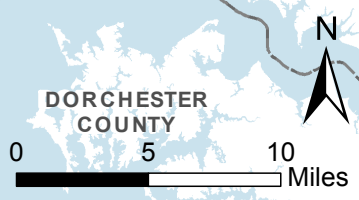
High Decrease (-1599 to -500)

Moderate Decrease (-499 to -250)

Minimal Change (-249 to +250)

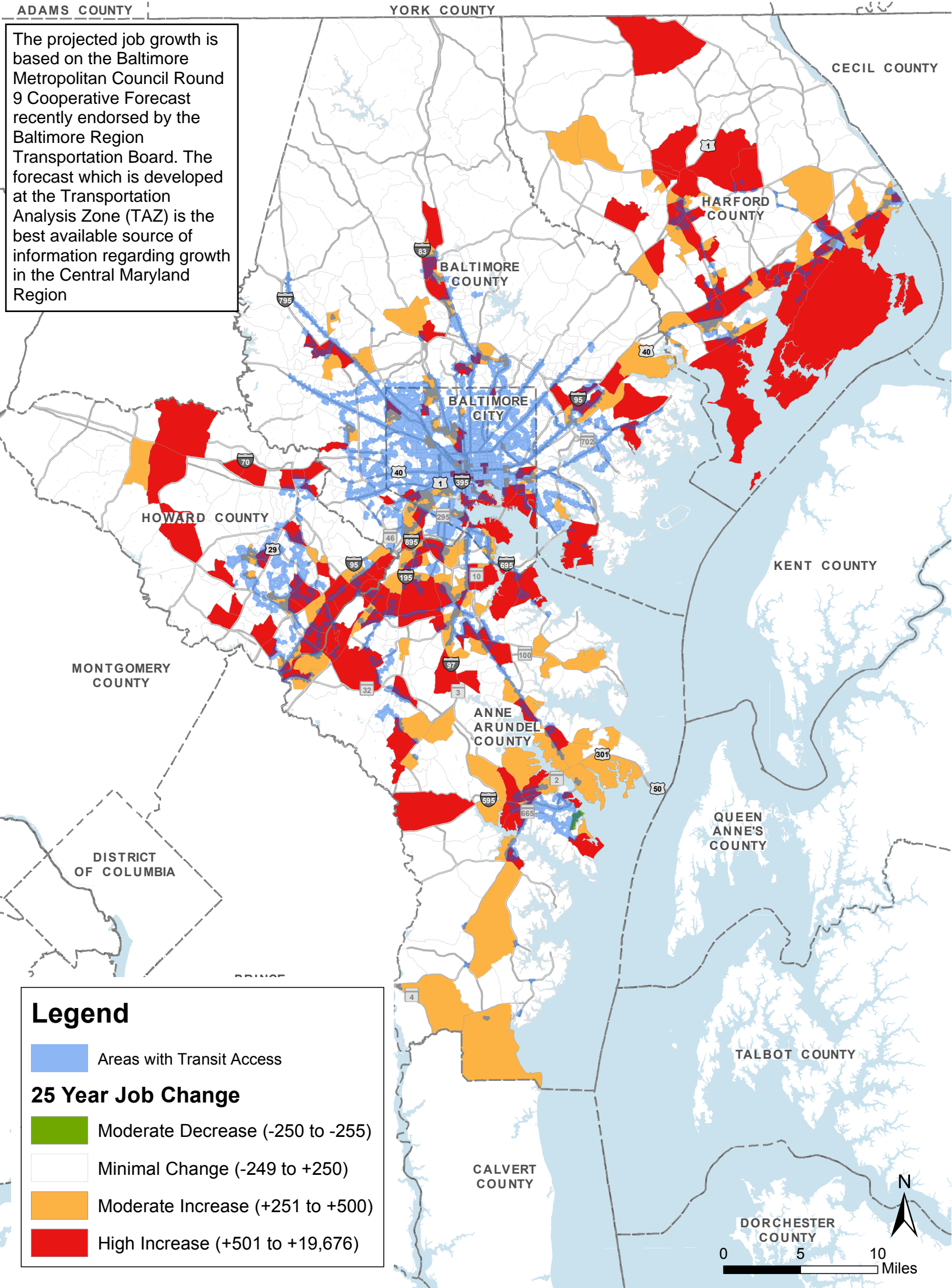
Moderate Increase (+251 to 500)

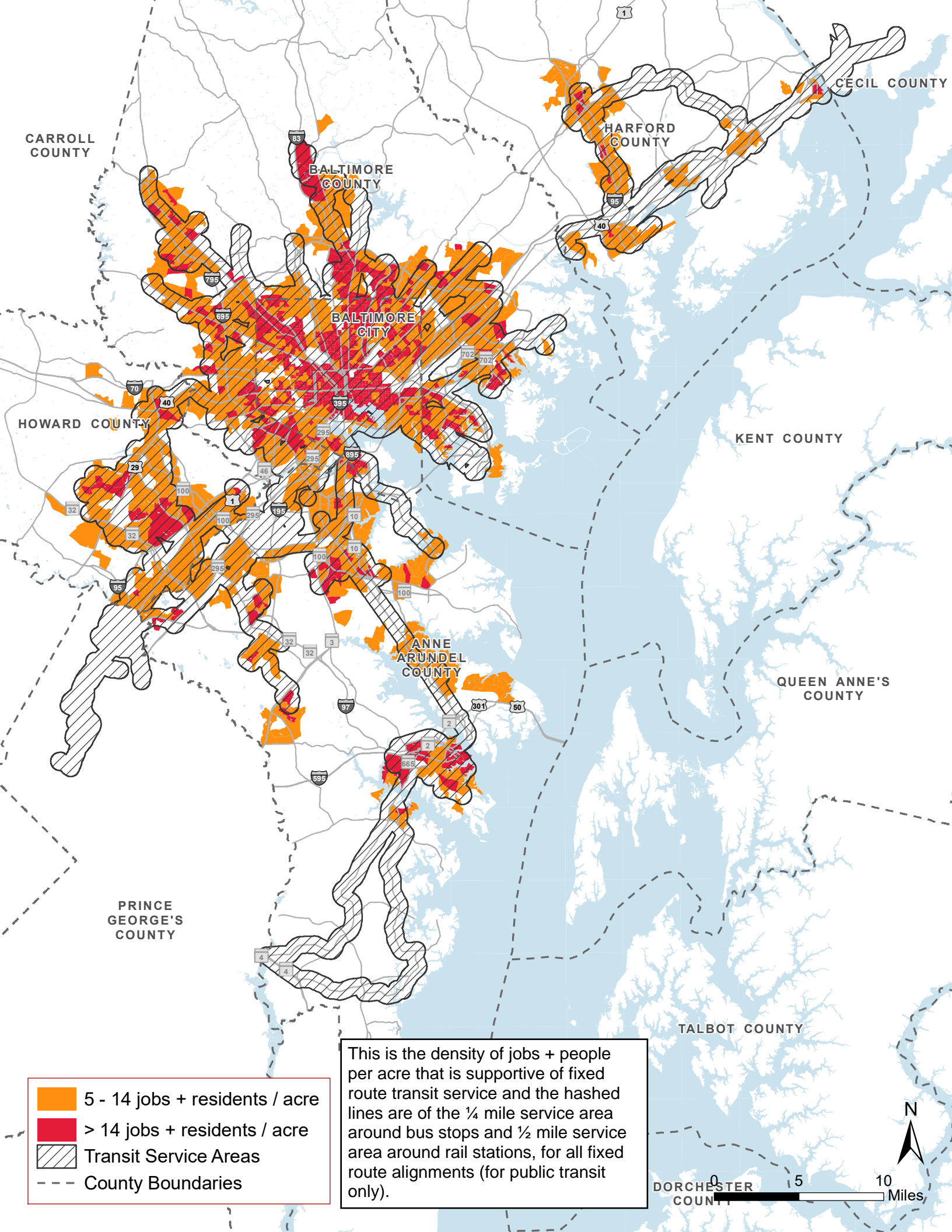
High Increase (+501 to +11,959)



ADAMS COUNTY

The projected job growth is based on the Baltimore Metropolitan Council Round 9 Cooperative Forecast recently endorsed by the Baltimore Region Transportation Board. The forecast which is developed at the Transportation Analysis Zone (TAZ) is the best available source of information regarding growth in the Central Maryland Region





CARROLL COUNTY

BALTIMORE COUNTY

HARFORD COUNTY

CECIL COUNTY

BALTIMORE CITY

HOWARD COUNTY

KENT COUNTY

ANNE ARUNDEL COUNTY

QUEEN ANNE'S COUNTY

PRINCE GEORGE'S COUNTY

TALBOT COUNTY

DORCHESTER COUNTY

- 5 - 14 jobs + residents / acre
- > 14 jobs + residents / acre
- Transit Service Areas
- County Boundaries

This is the density of jobs + people per acre that is supportive of fixed route transit service and the hashed lines are of the 1/4 mile service area around bus stops and 1/2 mile service area around rail stations, for all fixed route alignments (for public transit only).



PRECEDENT PLAN GOALS IN THE CENTRAL MARYLAND REGION

CITY OF ANNAPOLIS TRANSIT DEVELOPMENT PLAN

- Offer safe and reliable mobility options to meet community transportation needs, reduce traffic congestion, address parking constraints, and stimulate healthy living
- Create a seamless system for transit users in the City of Annapolis
- Connect residents to jobs and support economic development
- Explore technology innovations that improve services for existing riders and attract new riders
- Prepare transit to adapt to a new mobility system, where transportation modes are increasingly integrated and flexibility is a top factor in user convenience

BALTIMORE COUNTY TRANSIT DEVELOPMENT PLAN

- Provide effective, accessible, and affordable transportation for Baltimore County residents aged 60 and over and adults with disabilities aged 18-59, as well as for residents living in rural portion of the county
- Ensure access to key destinations including medical facilities, shopping and retail centers, and other activity centers
- Continue partnership with Baltimore County and Baltimore City hospitals that support CountyRide
- Provide efficient transportation recognizing available transit funding sources
- Coordinate services as appropriate with other county transportation services

BALTIMORE REGION TRANSPORTATION PLAN

- Improve System Safety
- Improve and Maintain the Existing Infrastructure
- Improve Accessibility
- Increase Mobility
- Conserve and Enhance the Environment
- Improve System Security
- Promote Prosperity and Economic Opportunity
- Foster Participation and Cooperation among All Stakeholders
- Promote Informed Decision Making

CENTRAL MARYLAND TRANSIT DEVELOPMENT PLAN

- **Howard County:**
- Make transit a choice, not an option of last resort
- Put the RTA on a solid footing for future delivery of robust transit service to multiple user groups
- Revise routes that have not been reassessed in many years; explore route options to serve new development and locations not currently served
- **Anne Arundel County:**
- Connect Anne Arundel County residents to Anne Arundel County jobs

HARFORD TRANSIT LINK TRANSIT DEVELOPMENT PLAN

- Meet the travel needs of residents as much as is feasible
- Connect residents to jobs and services outside of Harford County
- Promote effective land use
 - *Improve pedestrian and bicycle connectivity*
 - *Coordinate with County Planning and Zoning*
- Generate support through partnerships with human service agencies and the business community
- Offer a viable alternative to automobile transportation
 - *To reduce the environmental impact of transportation*
 - *To promote mobility options that enable county residents to maintain personal independence and be engaged in civic and social life*
 - *To provide mobility options to enable county residents to "age in place"*
- Provide major transit infrastructure improvements to support continued growth in transit services

2040 MARYLAND TRANSPORTATION PLAN

- Ensure a safe, secure, and resilient transportation system
- Facilitate economic opportunity and reduce congestion in Maryland through strategic system expansion
- Maintain a high standard and modernize Maryland’s multimodal transportation system
- Improve the quality and efficiency of the transportation system to enhance the customer experience
- Ensure environmental protection and sensitivity
- Promote fiscal responsibility
- Provide better transportation choices and connections

New Orleans

REGIONAL TRANSIT AUTHORITY STRATEGIC MOBILITY PLAN



DATE/TIME FRAME

- Created in 2018
- Time frame: 2020-2040



WAS A VISION DEVELOPED FOR THE PLAN? IF SO, WHAT IS IT?

- “Become the preferred mobility provider in the region.”



WERE THERE SPECIFIC GOALS AND STRATEGIES OUTLINED?

This plan includes:

Goals ▶ Objectives ▶ Strategies ▶ Action Items

Each goal and strategy has associated action items and time phases. Goals and objectives included:

- **Earn Trust** – Be transparent in decision-making
- **Be Equitable** – Provide mobility service in a just and fair manner
- **Prioritize the Rider Experience** – Provide mobility services that are safe, easy to use, and comfortable
- **Be Reliable** – Provide on-time and predictable service
- **Connect to Opportunities** – Provide good access to destinations utilizing all transportation options available
- **Support a Sustainable Healthy Region** – Mitigate climate change and improve public health



WHAT PRECIPITATED THE PLAN DEVELOPMENT?

The lack of an integrated vision and comprehensive transit master plan meant that there was not a framework to guide investments and decision-making. This was particularly important because of the rebuilding in the significantly changed post-Katrina environment.



WHAT WAS THE TIME FRAME TO DEVELOP THE PLAN?

- 12 months



WHAT WAS THE PUBLIC OUTREACH APPROACH?

The project team used a combination of in-person and online outreach strategies.

- Project advisory committee (4 meetings)
25-50 elected officials and stakeholders
- Interactive public meetings (4 rounds held, total of 13 meetings)
- Stakeholder interviews (37)
- Elected official briefings (23)
- Presentations at standing community meetings (34)
- Presentations at other events and meetings
- Pop-up events (31)
- Online surveys replicating in-person activities (3 surveys)



WHAT WAS THE PROJECT IMPLEMENTATION PROCESS?

- The plan identifies an implementation time line and process:
 - In the next 5 years – start a new foundation by improving the existing services and equipment
 - Encourage affordable housing near transit
 - In the next 10 years – build the system by starting to introduce higher quality and capacity transit services, identifying and securing funding, partnering with other institutions and providers, adding infrastructure to improve transit service
 - In 11–20 years – provide a complete mobility system for all with the implementation all the planned service routes



WERE THERE ANY NOTABLE OUTCOMES OR FOLLOW-UP EVALUATIONS?

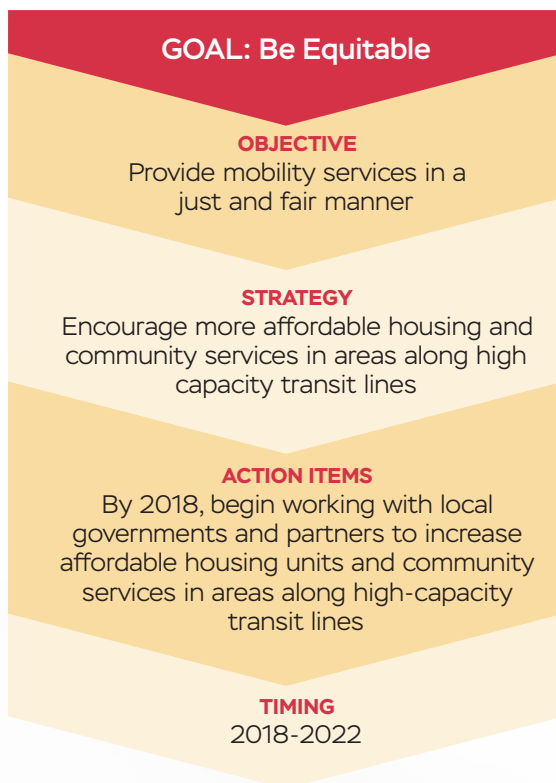
The plan is still very recent, but a number of recommendations (see below) from the plan have been implemented.

- New technological improvements – Real-time information/transit tracking, computer-aided dispatch/auto vehicle locator, GoMobile app
- Performance dashboard on website
- Additional 24-hour service and routes extensions to service hospitality workers
- Board meeting materials on line



OTHER NOTES

The following is an example of a goal, objective, and strategy:



Measures and targets were identified for each goal/objective (not for each strategy). E.g.:

- Percentage of jobs in Orleans and Jefferson parishes that the average low-income household within RTA's service area can reach within 60 minutes by transit during peak period.
» **Target:** 65% by 2027
- Percentage of routes with a customer satisfaction rate of Good or better.
» **Target:** 100% by 2022
- Average customer satisfaction rate for paratransit service.
» **Target:** Good or better by 2022



LINK

- http://www.norta.com/getattachment/About/StrategicPlan/NORTA-Final-Report_v10-print.pdf.aspx?lang=en-US



Connecting Our Future
A Regional Transit Plan for Central Maryland

Richmond

GREATER RVA TRANSIT VISION PLAN



DATE/TIME FRAME

- Created 2016
- Time frame: 2016 to 2040



WAS A VISION DEVELOPED FOR THE PLAN? IF SO, WHAT IS IT?

- “By 2040, transit will connect the Richmond region through an efficient, reliable, seamless and sustainably-funded system that benefits everyone by enabling economic growth, promoting livable and walkable transit-oriented development, expanding access to jobs and services, and strengthening multimodal access within and beyond our region.”



WERE THERE SPECIFIC GOALS AND STRATEGIES OUTLINED?

- No specific goals or strategies.
- It recommends a network of high-quality transit services, including five BRT corridors and four enhance local service routes that may support BRT over time, and Limited Stop service. The plan also includes commuter bus, park and ride lots, and TDM. There are recommendations for new or extended local fixed route services and other transit services. The plan does not address downtown Richmond, as that is the subject of other plans.



WHAT PRECIPITATED THE PLAN DEVELOPMENT?

- The region is experiencing population growth, and this has raised concerns about access to jobs and the fact that the region has far lower levels of transit investment than comparable regions.
- The implementation of the new BRT line, the Pulse, created a desire to leverage that investment and identify how to expand the system effectively.
- Other questions raised include how land use and transportation can create greater mobility and opportunity for residents.



WHAT WAS THE TIME FRAME TO DEVELOP THE PLAN?

- 18 months



WHAT WAS THE PUBLIC OUTREACH APPROACH?

- Public meetings (3 rounds)
- Online survey
- Regional Transit Forum - 41 representatives from local jurisdictions and stakeholders



WHAT WAS THE PROJECT IMPLEMENTATION PROCESS?

- The Plan addresses two types of opportunities for transit service: one is providing services to areas that are expected to have strong ridership once the services are in place, based on existing or planned land use and demographics; the other is providing service to areas that have the potential to be shaped into more transit-supportive corridors over time where there are benefits to the region for doing so, such as enhancing access to the region's economic engines.
- Richmond launched a new 8-mile BRT service – the Pulse – in June 2018



WERE THERE ANY NOTABLE OUTCOMES OR FOLLOW-UP EVALUATIONS?

- Two other plans, the Richmond Transit Network Plan and the Greater Richmond Transit Development Plan were prepared after Vision Plan. Both studies make use of this plan's Vision statement and have engaged many of the same stakeholders to provide consistency.
- The GRTC has recently accomplished the following, in line with the Transit Vision, and has seen a 17% increase in ridership across the system in 2019 compared to the year before.
 - New transit network in 2018
 - Opening of the GRTC Pulse BRT service
 - Largest transit expansion in the county in 25 years
 - Technology upgrades for bus and paratransit



OTHER NOTES

- The plan focuses heavily on the connection between transit and land use planning, and the need for local governments and the public/stakeholders to understand this.



LINK

- http://www.drpt.virginia.gov/media/2346/grtvp_final.pdf



Connecting Our Future
A Regional Transit Plan for Central Maryland



MARYLAND DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION



Sacramento

REGIONAL TRANSIT DISTRICT STRATEGIC PLAN



DATE/TIME FRAME

- Created in 2015
- Time frame: 2015-2020



WAS A VISION DEVELOPED FOR THE PLAN? IF SO, WHAT IS IT?

- “To connect people to resources and opportunities while stimulating livable communities and supporting economic development by providing an efficient and fiscally sustainable transit system that attracts and serves riders by offering an appealing transportation choice.”



WERE THERE SPECIFIC GOALS AND STRATEGIES OUTLINED?

The plan identifies two types of goals – fundamental and growth.

Fundamental Goals

- Ensure Financial Stability
 - Secure funding to maintain existing service
 - Seek funding to meet additional demands and desires
 - Operate in a cost effective and efficient manner
- Meet or exceed expectations for safe and quality service in a cost-effective manner
 - Focus on safety
 - Improve reliability
 - Enhance passenger environments
 - Provide convenient and easy ways to access services with a focus on technological advances
 - Improve support facilities and services
- Operate in an Ethical Manner
- Invest in the Attraction, Development and Retention of a Quality Workforce

Growth Goals

- Improve Access Within and Between Communities
 - Expand service coverage
 - Improve existing service levels
 - Coordinate activities with transit advocacy organizations
- Increase Transit Market Share
 - Create new and modify existing services
 - Promote services to various groups
 - Assist in the development of land uses that encourage transit use
- Adjust to Legislative and Regulatory Changes and Stakeholder and Community Initiatives
 - Support economic development activities in a fair and balanced manner



WHAT PRECIPITATED THE PLAN DEVELOPMENT?

- This plan updates the 2004 Strategic Plan. In the past decade the region has experienced tremendous change. While the region has grown since 2004, it has not done so at a steady rate. Forecasted increases in population, employment, and households are 34%, 39%, and 35% respectively by 2035. Improving economic conditions are predicted to increase travel demand. However, at the same time, funding for Regional Transit has decreased, resulting in lower than planned service levels. Meanwhile local jurisdictions have taken a larger and more direct control of transit services resulting in an expanded Board of Directors and the provision of transit services by other entities.



WHAT WAS THE TIME FRAME TO DEVELOP THE PLAN?

- 14 months



WHAT WAS THE PUBLIC OUTREACH APPROACH?

- Transit centers and light rail station events (13)
- Public and stakeholder meetings (20+)
- Survey to gather input on goals (online and paper)
- Website, social media
- The initial round of outreach efforts focused on receiving feedback from existing riders
- The second round of outreach efforts focused on gathering input from attendees at regularly scheduled committee meetings, community groups and other stakeholders



WHAT WAS THE PROJECT IMPLEMENTATION PROCESS?

- In September 2019, Sacramento Regional Transit launched a new bus network. The focus of the new network has been on developing bus routes that serve major corridors that will lead to economic growth and reduce congestion. Adjustments have been made to almost every route, some minor and some much more substantial, which will provide better frequency, more weekend service and new and improved schedules.



WERE THERE ANY NOTABLE OUTCOMES OR FOLLOW-UP EVALUATIONS?

- Key performance indicators (KPI) were identified for each goal, to be measured monthly, quarterly or annually. KPI reports will be created on a quarterly basis, however, some KPIs are reported only annually. The annual report and an analysis should then be used to help prioritize efforts in the updated budget. The following is an example of a goal and some of the associated KPIs.

Goal	Key Performance Indicator	Reporting Period
Ensure Financial Stability	Total capital and operating funding level by source	Annually
	Operating Cost YTD vs. Budget	Monthly
	Fare Revenue YTD vs. Budget	Quarterly



LINK

- <https://www.sacrt.com/aboutrt/documents/RT%20Strategic%20Plan%202015.pdf>



Connecting Our Future
A Regional Transit Plan for Central Maryland

Seattle

TRANSIT MASTER PLAN



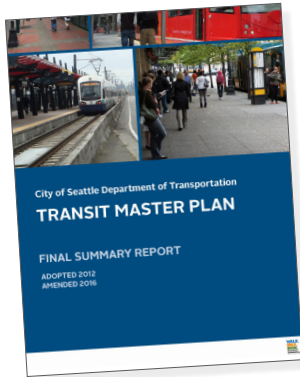
DATE/TIME FRAME

- Adopted 2012, amended 2016
- Time frame: 2010-2030



WAS A VISION DEVELOPED FOR THE PLAN? IF SO, WHAT IS IT?

- "...a network of high quality, frequent transit routes that connect urban villages, urban centers, and manufacturing and industrial districts. The service network that supports this is delivered by appropriately scaled bus and rail modes, connecting residents and workers to the regional transit system via transportation centers that are well integrated with urban village life. All points of transit access, from a stop in a residential neighborhood to a light rail station, are accessible for people of all abilities."



WHAT PRECIPITATED THE PLAN DEVELOPMENT?

- Rapid population and employment growth forecasts. There are no plans or opportunities to add motor vehicle capacity to the city, so the bulk of the city's growth must be accommodated by making more efficient use of the existing street network and by investing in rapid transit.



WHAT WAS THE TIME FRAME TO DEVELOP THE PLAN?

- 2.5 years



WERE THERE SPECIFIC GOALS AND STRATEGIES OUTLINED?

GOALS

Make riding transit easier and more desirable

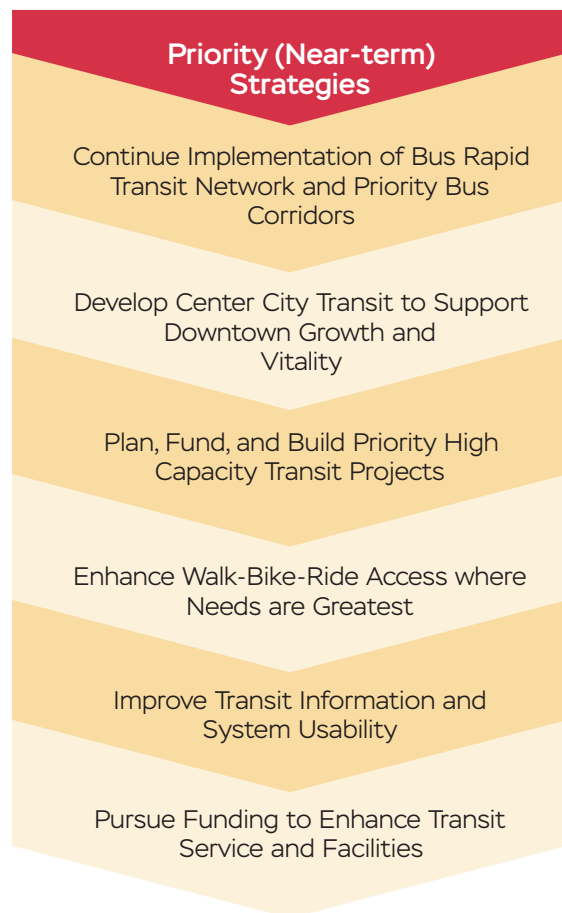
Use transit to create a transportation system responsive to the needs of people for whom transit is a necessity (e.g., youth, seniors, people with disabilities, low income populations, people without autos)

Use transit as a tool to meet Seattle's sustainability, growth management, and economic development goals

Create great places at locations in neighborhoods where modes connect to facilitate seamless integration of the pedestrian, bicycle, and transit networks

Balance system implementation with fiscal, operational, and policy constraints

The Plan identifies both near-term and long-term strategies to improve the quality of transit options and increase transit mode share throughout the city. The following are the near-term strategies:



WHAT WAS THE PUBLIC OUTREACH APPROACH?

- Focus groups
- Online survey
- Open houses (one round)
- Targeted public meeting for historically underrepresented communities
- Transit Master Plan Advisory Group – composed of 25 stakeholders



WHAT WAS THE PROJECT IMPLEMENTATION PROCESS?

- Sound Transit selects projects, describes approximate route and station locations, funding and tax sources, cost and revenue projections, and project timelines. They combine these projects into a draft system plan that goes to the community for input. Based on public input, technical studies, and budget and time constraints, the Sound Transit Board selects a proposed system plan made up of representative projects and financing and puts the system plan before voters. If voters approve the system plan, Sound Transit begins planning and environmental work for each project, followed by design, engineering and finally construction.



WERE THERE ANY NOTABLE OUTCOMES OR FOLLOW-UP EVALUATIONS?

- With voter approval in 1996, 2008 and 2016, Sound Transit is building the most ambitious transit expansion in the country, connecting 16 cities with light rail, 30 cities with BRT and ST Express bus service, and 12 cities with commuter rail.
- The \$75 million Innovation and Technology Fund included in the 2016 voter-approved Sound Transit 3 measure will enhance mobility, technology and data research to improve agency performance. Sound Transit's testing out parking monitoring technology, video analytics tools and accuracy of our in-vehicle automatic passenger counting systems all fall within this program.



OTHER NOTES

- The final report identified land use and programmatic changes necessary to make transit successful, including bike and pedestrian improvements.
- The plan prioritizes High Capacity Transit corridors (rail and bus) and Priority Bus corridors. The plan addresses the following issues:
 - Identification of the city's most important transit corridors, both today and in the future.
 - Preferred transit modes for those corridors
 - Integration of transit with walking and biking infrastructure
 - Enhancement of bus performance
 - Coordination across transit agencies to create a seamless, fully-integrated, and user-friendly network of transit services



LINK

- <http://www.seattle.gov/transportation/sdot-document-library/citywide-plans/modal-plans/transit-master-plan>



Connecting Our Future

A Regional Transit Plan for Central Maryland



MARYLAND DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION

Charlotte

2025 INTEGRATED TRANSIT/LAND USE PLAN



DATE/TIME FRAME

- Created in 1998
- Time frame: 2000-2025
- This plan, though dated, remains the foundation for detailed corridor planning in the region.



WAS A VISION DEVELOPED FOR THE PLAN? IF SO, WHAT IS IT?

- No specifically defined vision was developed.
- Integrated land use planning and transit-oriented development (TOD) are cornerstones of the Plan.



WERE THERE SPECIFIC GOALS AND STRATEGIES OUTLINED?



- The Centers and Corridors Vision was developed in 1994 as an overarching policy.
- The Plan focused future growth along five primary transportation corridors and links to key centers of economic activity. Corridor alignments and modes were evaluated.



WHAT PRECIPITATED THE PLAN DEVELOPMENT?

- Concerns that growing congestion would limit economic growth and make the region less attractive than other jurisdictions.



WHAT WAS THE TIME FRAME TO DEVELOP THE PLAN?

- Six months.



WHAT WAS THE PUBLIC OUTREACH APPROACH?

- Transit Planning Advisory Committee (21 members, met 11 times)
- Public meetings (3)
- Corridor group meetings (3 rounds of 5 meetings)
- Newsletters
- Website
- Presentations to community and civic groups





WHAT WAS THE PROJECT IMPLEMENTATION PROCESS?

- Implement the land use recommendations
- Secure stable funding
- Identify joint development opportunities
- Develop phasing, costs and funding for transit



WERE THERE ANY NOTABLE OUTCOMES OR FOLLOW-UP EVALUATIONS?

- Local municipalities in the region adopted Transit Station Area Joint Development Principles and Policy Guidelines to support transit-oriented development.
- The 2030 Transit Corridor System Plan was developed, furthering the vision outlined in the Plan. The plan consists of multiple rapid transit improvements in five corridors, a series of Center City improvements, and bus service and facility improvements throughout the region.



OTHER NOTES

- Related Plan – 2030 Transit Corridor System Plan (2002, and updated 2006)



LINK

- <https://charlottenc.gov/cats/transit-planning/NorthWest%20RFP/2025%20Transit%20Land-Use%20Plan-Final.pdf>



Connecting Our Future
A Regional Transit Plan for Central Maryland



MARYLAND DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION

Chicago

INVEST IN TRANSIT: 2018-2023 REGIONAL TRANSIT STRATEGIC PLAN FOR CHICAGO AND NORTHEASTERN ILLINOIS



DATE/TIME FRAME

- Created in 2018
- Time frame: 2018-2023



WAS A VISION DEVELOPED FOR THE PLAN? IF SO, WHAT IS IT?

- “Our vision is public transit as the core of the region’s robust transportation mobility network.”



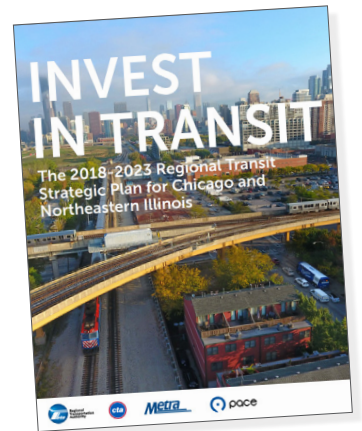
WERE THERE SPECIFIC GOALS AND STRATEGIES OUTLINED?

Goals ▶ Strategies

- **Deliver Value on Our Investment**
 - Diversify and increase transit capital funding sources
 - Set clear project priorities
 - Invite the private sector to share in transit investments
 - Contribute to national economic strength and competitiveness through continued federal investment
 - Provide a framework for the region to maximize the return on investment from the existing transit system
- **Build on the Strengths of Our Network**
 - Prioritize projects
 - Influence roadway design standards and project delivery
 - Seek innovative opportunities
 - Facilitate seamless connections
 - Evaluate travel needs

Stay Competitive

- Improve systemwide bus speed and reliability
- Advance premium bus priority corridors
- Invest in technology
- Pursue regulation of private mobility services
- Invest in continued Ventra mobile app development
- Conduct research, policy analysis, and pilots
- Collect and share more transit-related data
- Make small improvements



WHAT PRECIPITATED THE PLAN DEVELOPMENT?

The 2018-2023 Regional Transit Strategic Plan, Invest in Transit, is the region’s case for pursuing dependable funding streams that will enable the transit agencies to provide this vital service well into the future.



WHAT WAS THE TIME FRAME TO DEVELOP THE PLAN?

- 2.5 years (2015-2018)



WHAT WAS THE PUBLIC OUTREACH APPROACH?

- There is no mention of public outreach.



WHAT WAS THE PROJECT IMPLEMENTATION PROCESS?

- The Chicago plan is very focused on the need to invest in transit with dedicated, reliable capital funding, and the role of the RTA board as an advocate for transit-friendly policies.



WERE THERE ANY NOTABLE OUTCOMES OR FOLLOW-UP EVALUATIONS?

- Despite advocacy by the RTA and Service Boards, a State infrastructure bill was not passed in Illinois, but the agencies used existing funding to make valuable improvements, including reconstruction of several CTA stations, upgraded vehicles and facilities for Pace riders, and the installation of federally-mandated PTC on Metra's system.
- The RTA's Community Planning Program provided insights into economic development opportunities around the Jefferson Park transit station and along the Harlem Avenue bus line. The RTA worked to launch the region's first public-private microtransit pilot to take suburban workers from Metra to office parks. The City of Chicago began the process to amend its Transit-Oriented Development (TOD) ordinance to include high-capacity bus lines, a measure that was passed by City Council in January 2019.
- In response to customer surveys, the Service Boards made investments in their vehicles and operations, but cultural and technological changes continue to press the agencies to provide maximum regional mobility in an increasingly competitive environment.



OTHER NOTES

- The following policy statements describe the Transit Agencies' shared position on key regional issues:
 - Support a thriving, resilient region with transit systems that provide attractive, cost-effective travel options and help reduce congestion.
 - Advocate for region-wide policies and pricing strategies that support transit.
 - Continue to control costs and seek opportunities to increase dedicated revenue in order to enhance safety, improve the customer experience, prevent system deterioration, and remain competitive.
 - Focus limited resources on making targeted improvements and increasing transit speeds in multi-modal corridors in order to connect and strengthen communities.
 - Adapt to the future by applying best practices to our operations, partnering with freight and roadway agencies to prioritize transit, and piloting new technology and mobility solutions.



LINK

- https://www.rtachicago.org/sites/default/files/documents/strategicprograms/strategicplan/IIT_2018-23_Final/InvestInTransit_18-23.pdf



Connecting Our Future

A Regional Transit Plan for Central Maryland



MARYLAND DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION



Central Maryland Regional Transit Plan

Spring Outreach - Preliminary Analysis

INTRODUCTION

This report provides summary results from the spring public engagement for the Central Maryland Regional Transit Plan (RTP), from February 2019 through May 2019. There were two phases of outreach during this time period: A public survey using both a web-based and hardcopy format, and a series of interactive open houses across the Central Maryland region. The following report presents preliminary analysis and findings from these two public involvement approaches.

PUBLIC SURVEY

The first of a series of planned public surveys was conducted by MDOT MTA from February 22 to April 22, 2019. The survey aimed to gather goals and priorities for transit in the Central Maryland region, defined as Anne Arundel County, Baltimore City, Baltimore County, Harford County, and Howard County. This input was synthesized with additional public output from Commission meetings and outreach events and will shape the goals and priorities of the RTP.

In total, there were 2,844 respondents:

- 2,626 respondents used the MetroQuest online survey
- 218 respondents provided input using the paper survey

METHODOLOGY

A preliminary Central Maryland Regional Transit Plan public survey (the Survey) was set up so that the same survey questionnaire could be distributed via two different methods: an online survey using the MetroQuest survey tool and a paper survey. To better assess the issues and solutions of transit in the Central Maryland region, the questionnaire was designed to allow participants the ability to select and prioritize actionable items that they feel would best benefit the region, as well as transit's benefits to the region. In addition, limited demographic data was also obtained showing participants' residence (county and zip code) and age.

The Survey period was open for approximately four weeks, from February 22 to April 2, 2019, with the open online survey and paper surveys conducted concurrently. While the online survey included interactive elements, described in further detail below, the paper survey included the same question categories and response options.

MetroQuest Online Survey

The online version of the survey used MetroQuest public engagement software. The interactive online survey tool asked respondents to check what subcategories were most important to them under three overarching topics:

1. Benefits of Transit
2. Transit Investment
3. Transit Access



The online survey was open and available to all members of the public and was shared on the project website, MDOT MTA social media, and via QR code at public outreach events throughout the region. Weekly analysis of online respondents shaped a paid advertising strategy that aimed to broaden the geographic reach of the survey to ensure that the project team was able to gather input from a spectrum of respondents. Specifically, counties within the Central Maryland region that were initially under-represented were targeted through paid ads on Facebook, resulting in higher participation than may have occurred.

Paper Survey

The paper survey provided an alternative format to gather input from members of the public with whom the project team interacted. While the paper version had to be adapted to remove the interactive elements present in the online version, the same categories, questions, and answer options were provided. The paper surveys were available at a series of “pop-up events” throughout the Central Maryland region between February and April 2019. Project team members encouraged members of the public to use the online tool when possible by directing them to the project website; business cards with the web address were provided. However, if members of the public preferred to take the survey with the paper copy, they were able to do so. If assistance was needed, project team members were on hand to read the questions, explain the options, and complete the survey. Nine pop-up events took place at transit stops and libraries in all five jurisdictions included in the study area:

Baltimore City (4):

- Penn Station (3/6)
- Mondawmin Metro SubwayLink Station (3/22)
- Baltimore City Sustainability Commission Open House (4/17)
- Northwood Branch Enoch Pratt Free Library (4/18)

Baltimore County (2):

- Owings Mills Metro SubwayLink Station (3/28)
- North Point Library Branch (4/23)

Anne Arundel County (1):

- Cromwell Light RailLink Station (2/25)

Harford County (1):

- Harford Mall (4/19)

Howard County (1):

- Miller Branch Library Branch (4/11)

Additionally, members of the public who attended the initial Central Maryland Regional Transit Plan Commission meeting on March 26th, 2019, at the Baltimore Metropolitan Council, were given the opportunity to provide input regarding goals and priorities for the RTP.



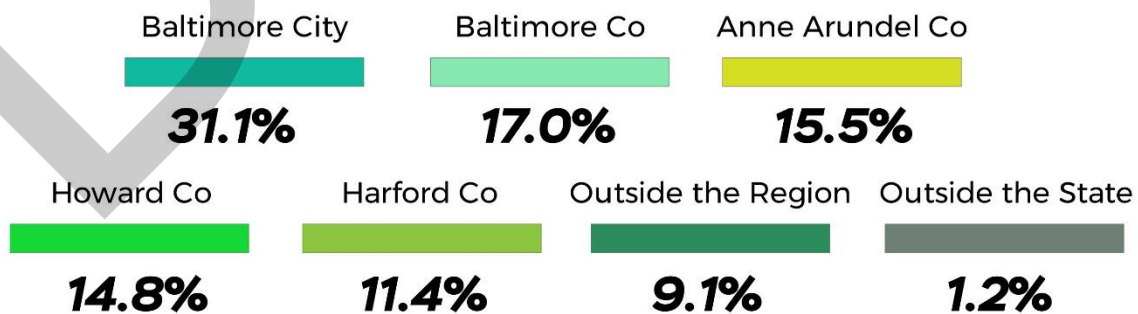
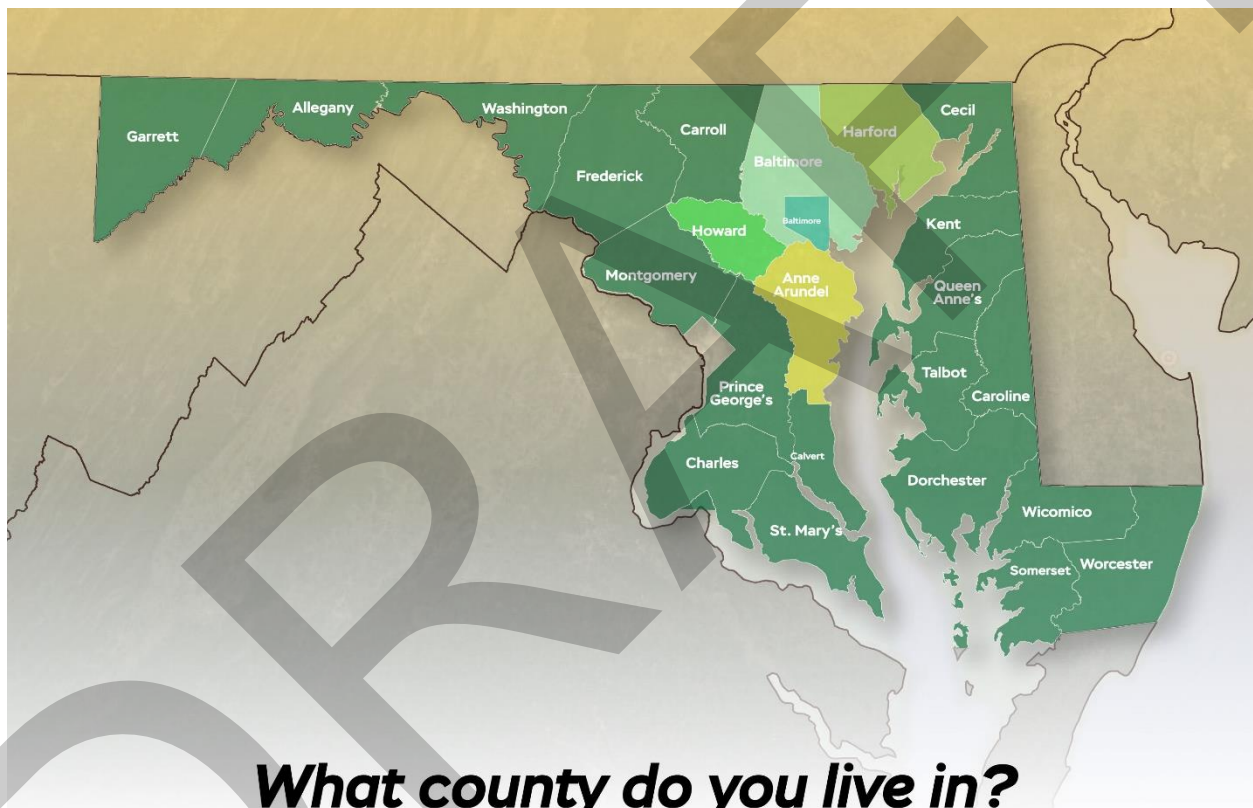
SURVEY RESULTS BY QUESTION

The following sections summarize the goals and findings from each of the question topic areas. These high-level findings combine the responses of the two survey methods. Notably, respondents were able to skip questions, and therefore not all surveys included responses to all questions.

DEMOGRAPHIC INFORMATION

WHAT COUNTY DO YOU LIVE IN?

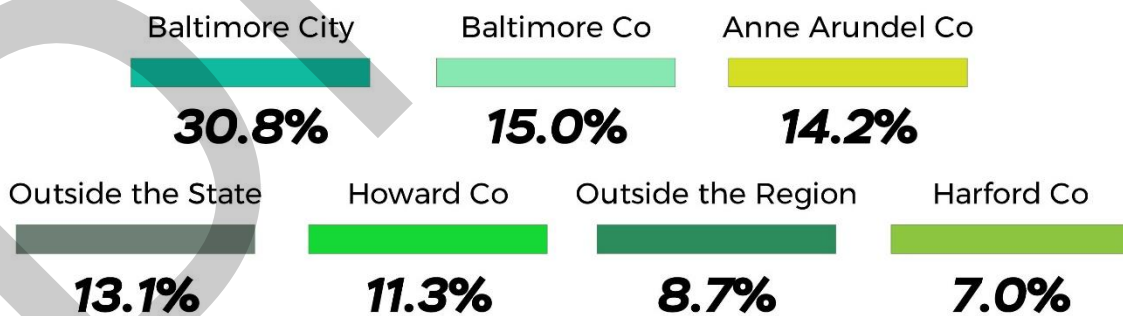
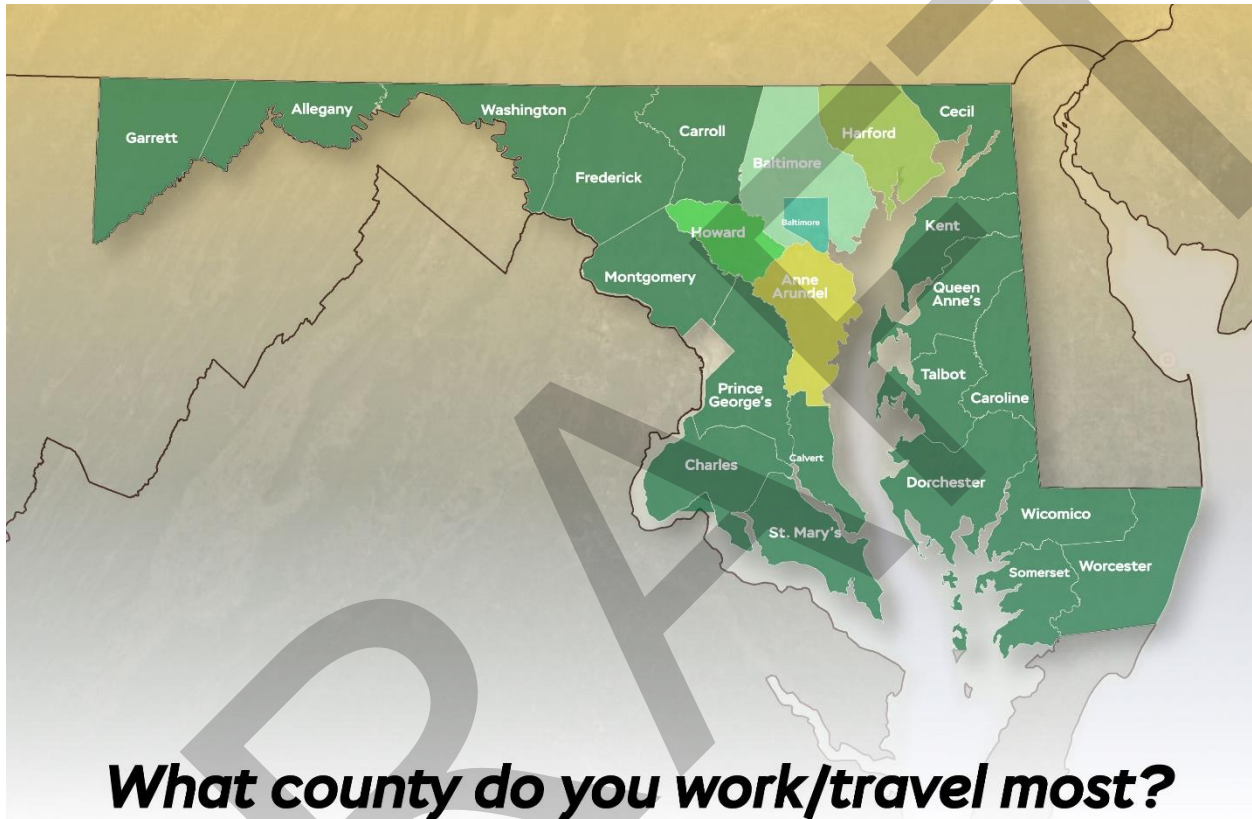
SUMMARY OF FINDINGS: Nearly thirty-one percent of the survey respondents live in Baltimore City. In all, the five Central Maryland Counties/City account for nearly ninety percent of the total survey respondents.





WHAT COUNTY DO YOU WORK/TRAVEL MOST?

SUMMARY OF FINDINGS: Nearly a third (30.8 percent) of survey respondents indicated that they work/travel to Baltimore City the most. Nearly 50 percent of survey respondents work/travel to Anne Arundel County, Baltimore County, Harford County, and Howard County the most. Surprisingly, out of state responses accounted for thirteen percent of where respondents work/travel most. Indicating that many in the Central Maryland Region travel great distances for work/travel.

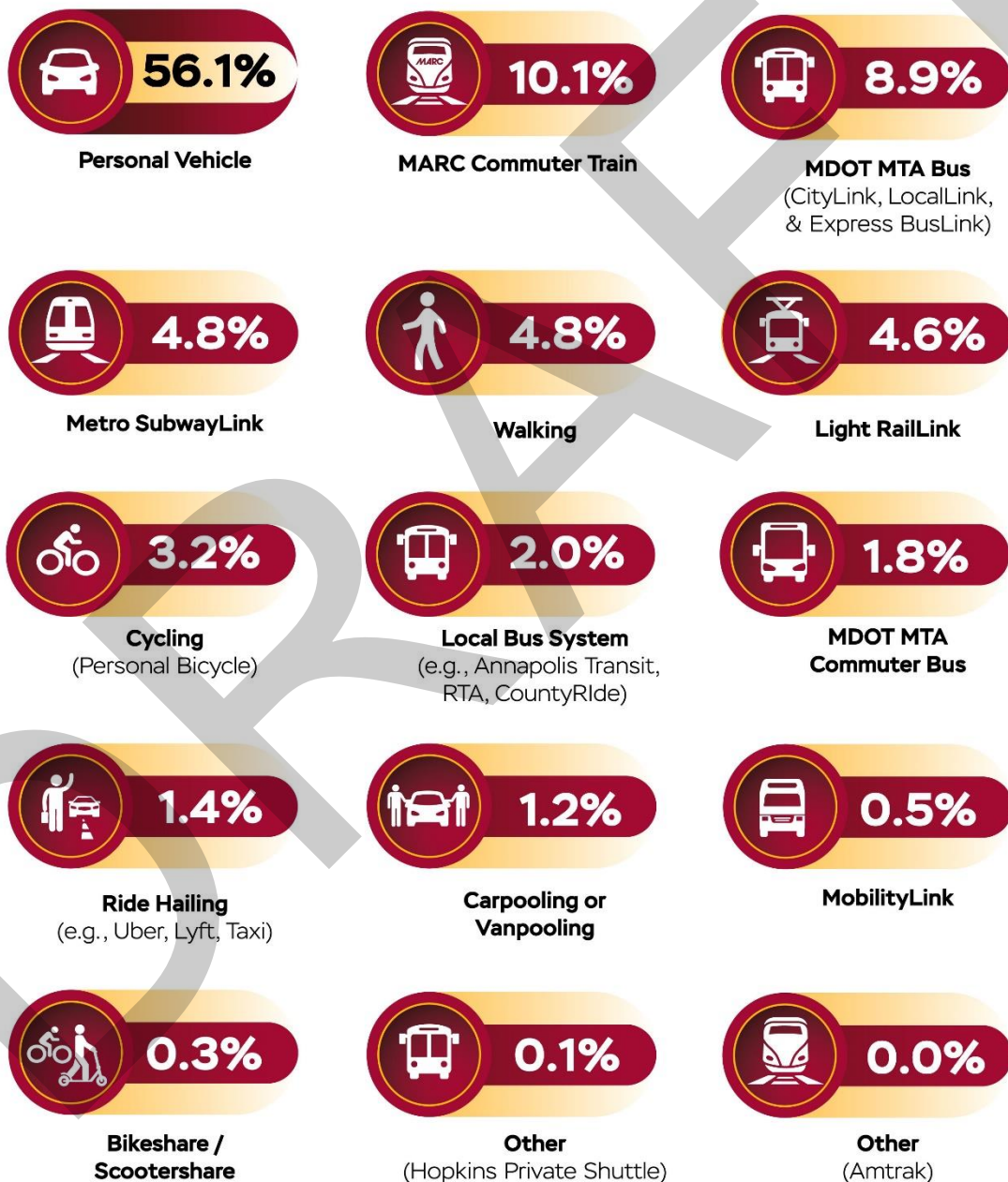




HOW DO YOU TYPICALLY TRAVEL?

SUMMARY OF FINDINGS: Over half (56 percent) of all survey respondents indicated that they travel by personal vehicle. MARC train was the second most indicated response with 10 percent of the total responses.

How do you typically travel?

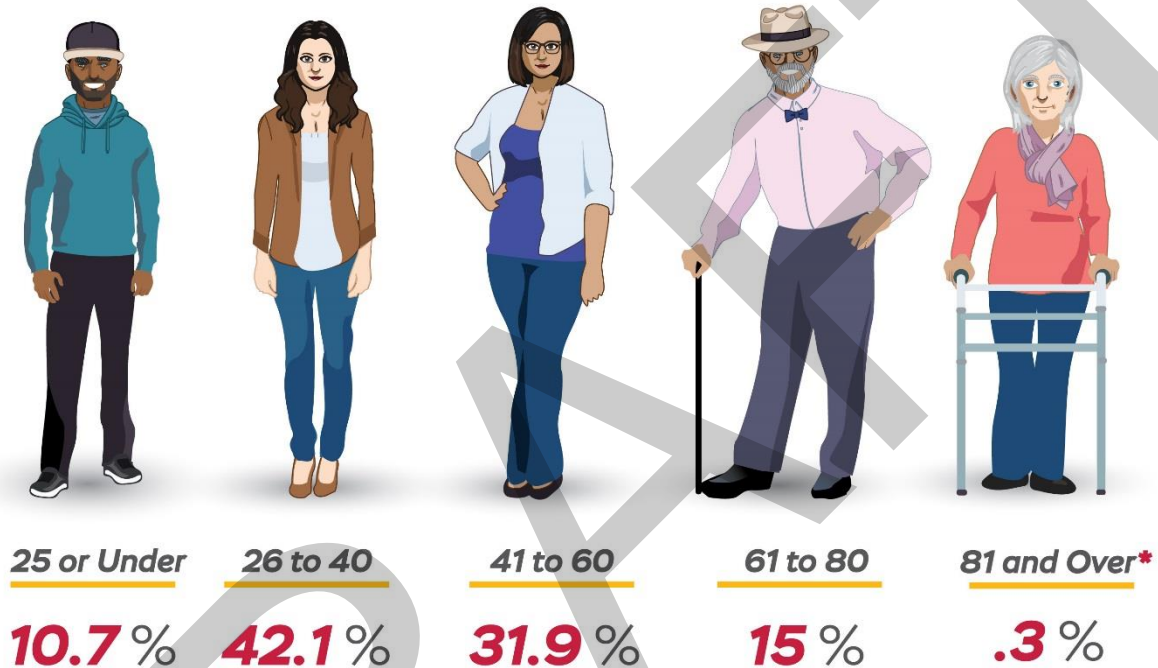




WHAT IS YOUR AGE?

SUMMARY OF FINDINGS: Forty-two percent of the survey respondents are between 26 and 40 years old; with those between 26 and 60 years old representing nearly 74 percent of all survey respondents. Respondents under age 25 years old represent only 11 percent of the survey participants.

What is your age?



*Paper survey does not have a category for 81 or over

County Population by Age (%)

Notably, the profile of regional residents is not consistent with the proportions of respondents to the survey. Specifically, those 25 and under are under-represented in the sample, as they make up approximately one-third of all residents in the Central Maryland region, but only 11 percent of respondents. Conversely, those between 26 and 40 are over-represented in the sample, comprising 42 percent of respondents, which is approximately twice as large as actual population statistics. Respondents between 41 and 60 as well as those 61 and over were within the same general proportionate range as in the region.



	25 or Under	26 to 40	41 to 60	61 and Over
Survey Respondents	11%	42%	32%	15%
Anne Arundel County	31%	21%	28%	20%
Baltimore City	31%	25%	25%	18%
Baltimore County	31%	20%	27%	22%
Harford County	31%	18%	29%	22%
Howard County	33%	19%	30%	18%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

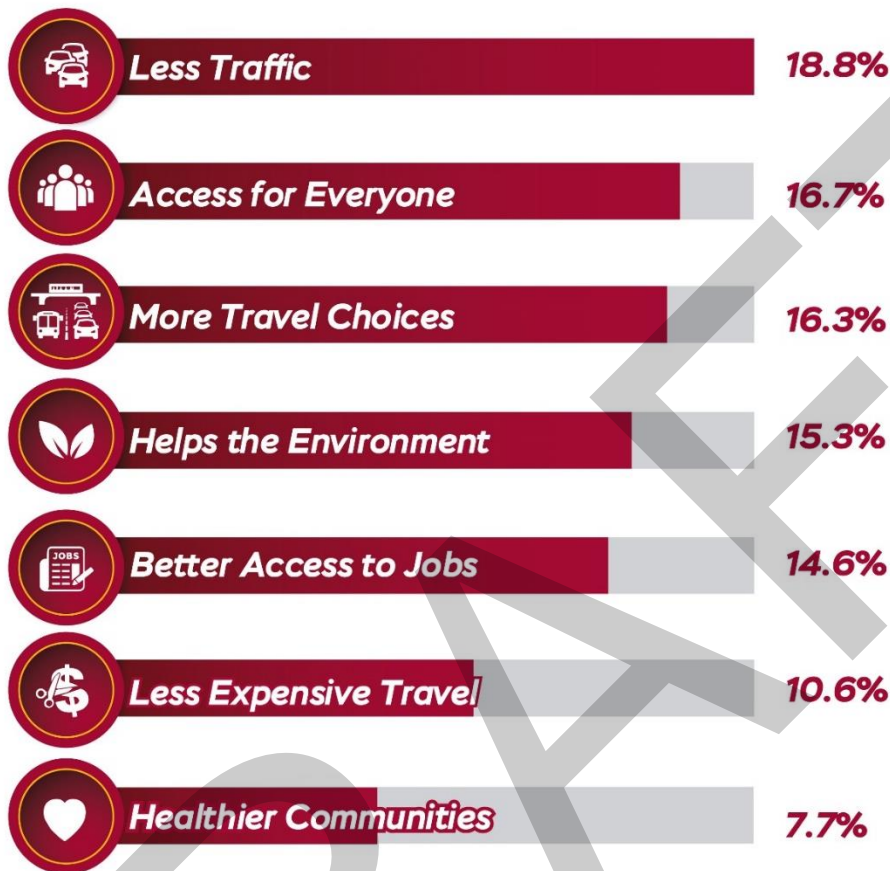
BENEFITS OF TRANSIT

QUESTION: Survey participants using both the online and paper formats were tasked with selecting what they deem are the top three (out of seven) most important transit benefits for the Central Maryland Region.

SUMMARY OF FINDINGS: The most selected choice was *less traffic*, receiving 1,314 of the 6,981 total votes, nearly 19 percent of the total selected. Interestingly, survey respondents valued many of the transit benefits evenly. The mean average for the total number of responses for this survey question is 997, which sits within 100 to 200 votes from each categories total. However, *healthier communities* only received 538 of the 6,981 total votes (7.7 percent) making it the least valued category option.



Benefits of Transit (Choose Top 3)



Benefits of Transit by County

Breaking the response data down further, regional differences between counties become apparent. Whereas respondents from Baltimore City identify “Access for Everyone” as transit’s greatest benefit for the region, all other residents from Maryland – both within and outside the Central Maryland region – cite “Less Traffic” as the top benefit. Further, those responding from outside the state align with Baltimore City, also identifying “Access for Everyone” as the top benefit.

COUNTY	TOP BENEFIT
Anne Arundel County	Less Traffic
Baltimore City	Access for Everyone
Baltimore County	Less Traffic
Harford County	Less Traffic
Howard County	Less Traffic
Outside the Region	Less Traffic



Outside the State

Access for Everyone

Benefits of Transit by Primary Mode

Cross-tabulation data analyzing responses to the benefits of transit against respondents' primary mode of transportation adds further nuance: People who primarily use a personal vehicle selected "Less Traffic," whereas those using fixed-route transit (i.e., bus and rail modes) selected "Access for Everyone." Further, those who use carpool/vanpool, paratransit, or rideshare services believed transit's greatest regional benefit was providing "More Travel Choices."

PRIMARY MODE

TOP BENEFIT

Fixed-Route Transit	Access for Everyone
Personal Vehicle	Less Traffic
Bike	Access for Everyone
Walk	Access for Everyone
Other (Carpool/Vanpool, Mobility Link/Paratransit, Rideshare Services (e.g. Uber, Lyft)	More Travel Choices

TRANSIT INVESTMENT

QUESTION: Online survey participants were tasked with placing a monetary investment value to one or more of the identified priorities for future transit investment.

SUMMARY OF FINDINGS: Over half (55 percent) of the of the \$24,310 invested in future transit investments went to:

- Expand the Area Transit Serves (\$4,873) (20.0 percent);
- Improve Reliable, On-Time Service (\$4,753) (19.6 percent); and
- Maintain and Modernize Equipment (\$3,689) (15.2 percent)

Increase weekday transit service, increase weekend transit service, improve access to regional hubs, and support innovative technologies accounted for nearly 40 percent of the future transit investment funding. *Enhance customer service* drew the least amount of investment, with only \$1,000 of the total \$24,310 invested.

HOW WOULD YOU INVEST?

How would you invest in transit in the Central Maryland Region? Please use the coins to show how you value investments to address these priorities. (Amounts do not actually represent actual dollars of investment or budgets.)

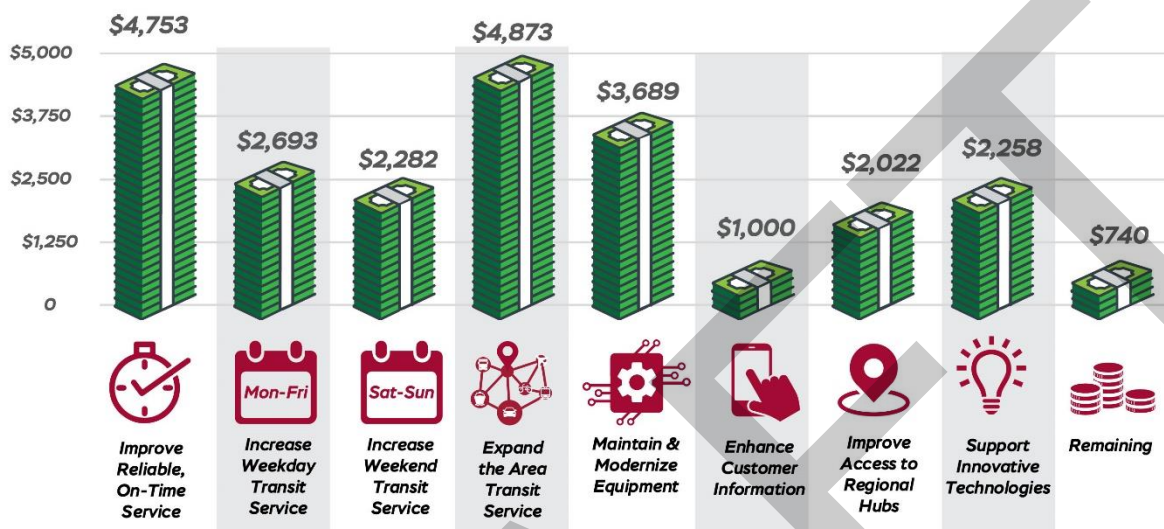
Drag coins to invest in the categories you prefer.

Investment Category	Investment Amount
Improve reliable, on-time service	0
Increase weekday transit service	0
Increase weekend transit service	0
Expand the area transit serves	0
Maintain and modernize equipment	0
Enhance customer information	0
Improve access to regional centers	0
Support innovative technologies	0

10



Transit Investment (Choose Top 5)



Transit Investment by County

Respondents from the various counties were consistent with the top three priorities revealed across all respondents; however, the top priority varied by county. Three counties placed “Expand the Area Transit Serves” as the top priority, while two (Baltimore City and Baltimore County) selected “Improve Reliable, On-Time Service.” These results are not surprising, as the latter pair are currently served more heavily by transit, so improving the existing service is a priority, whereas the former three are all in areas with less transit service available.

COUNTY	TOP PRIORITY
Anne Arundel County	Expand the Area Transit Serves
Baltimore City	Improve Reliable, On-Time Service
Baltimore County	Improve Reliable, On-Time Service
Harford County	Maintain and Modernize Equipment
Howard County	Expand the Area Transit Serves
Outside the Region	Expand the Area Transit Serves
Outside the State	Improve Reliable, On-Time Service

Transit Investment by Primary Mode

Analyzing all responses against primary mode of travel reveals that those who primarily use a personal vehicle – the majority of respondents – select “Expand the Area Transit Serves” as the top priority, whereas all other respondents prioritize “Improve Reliable, On-Time Service.”



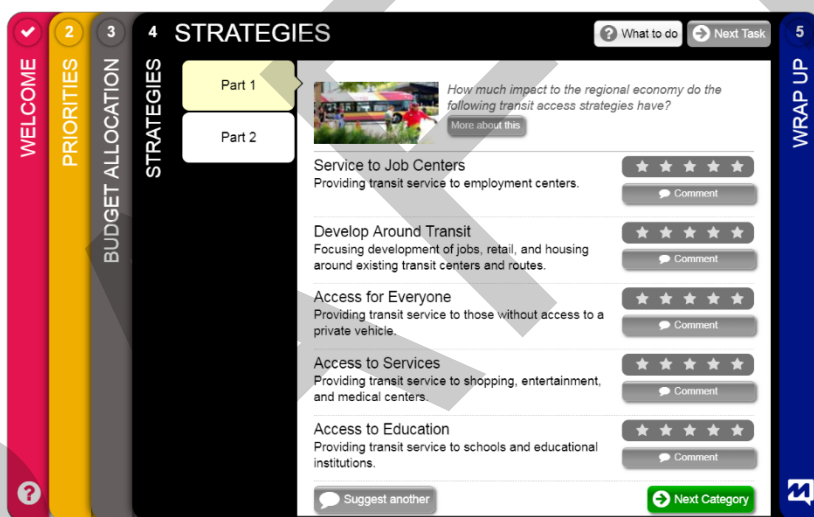
MODE	TOP PRIORITY
Fixed-Route Transit	Improve Reliable, On-Time Service
Personal Vehicle	Expand the Area Transit Serves
Bike	Improve Reliable, On-Time Service
Walk	Improve Reliable, On-Time Service
Other (Carpool/Vanpool, Mobility Link/Paratransit, Rideshare Services (e.g. Uber, Lyft)	Improve Reliable, On-Time Service

STRATEGIES

QUESTION: Survey participants using the online platform, ranked what strategies would have the biggest impact on our regional economy. The scale ranges from least amount of support to the highest amount of support.

SUMMARY OF FINDINGS:

The total survey responses tallied fall relatively close to the mean average for this survey question (2,124). However, when looking at the survey responses based on the scale, much greater disparities can be seen. *Private Partnerships* accounts for 34.4 percent of the lowest amount of support. Aggregating the scaled data, private partnerships received more than a quarter of all responses indicating the item of least support (27 percent). On the contrary, the aggregated scaled score for highest support accounted for just five percent of *Private Partnerships* total responses. *Access for Everyone* received the most support, with nearly 16 percent.





Strategies



Moderate Support





REGIONAL OPEN HOUSES

MDOT MTA hosted five public open houses throughout the region between May 13th, 2019 and May 23, 2019. The RTP Project Team selected the locations based upon geographic spread and transit accessibility, with times reflective of peak commute times to maximize the number of people the team could reach:

- **Harford County** at Bel Air Library – May 13th from 5-8 PM
- **Baltimore County** at Owings Mills Metro SubwayLink Station – May 14 from 4-7 PM
- **Baltimore City** at ImpactHub Baltimore – May 15 from 4-7 PM
- **Howard County** at the Mall in Columbia – May 22 from 5-8 PM
- **Anne Arundel County** at Glen Burnie Regional Library – May 23 from 5-8 PM

Approximately 300 people attended the meetings, with attendance by location included in the table below (note that attendees were not required to sign-in, so numbers are estimates).

Location	Attendees
Harford County (Bel Air Library)	18
Baltimore County (Owings Mills Metro SubwayLink Station)	165
Baltimore City (ImpactHub Baltimore)	75
Howard County (Mall in Columbia)	40
Anne Arundel County (Glen Burnie Regional Library)	15

The RTP Project Team selected the format and content of the meetings to both provide information to the public about the Plan, its goals, and the timeline with which it will be developed. Further, the materials were designed to both provide and receive information – throughout the information boards, there were opportunities for attendees to provide input to the team by using stickers, sticky notes, and comment forms.

Participants identified whether they rode transit at least once a week. Depending upon their answer, they received sticker dots in one of two colors to use throughout the boards to respond to various questions. Below is a table displaying total participant responses to each category across all open houses.

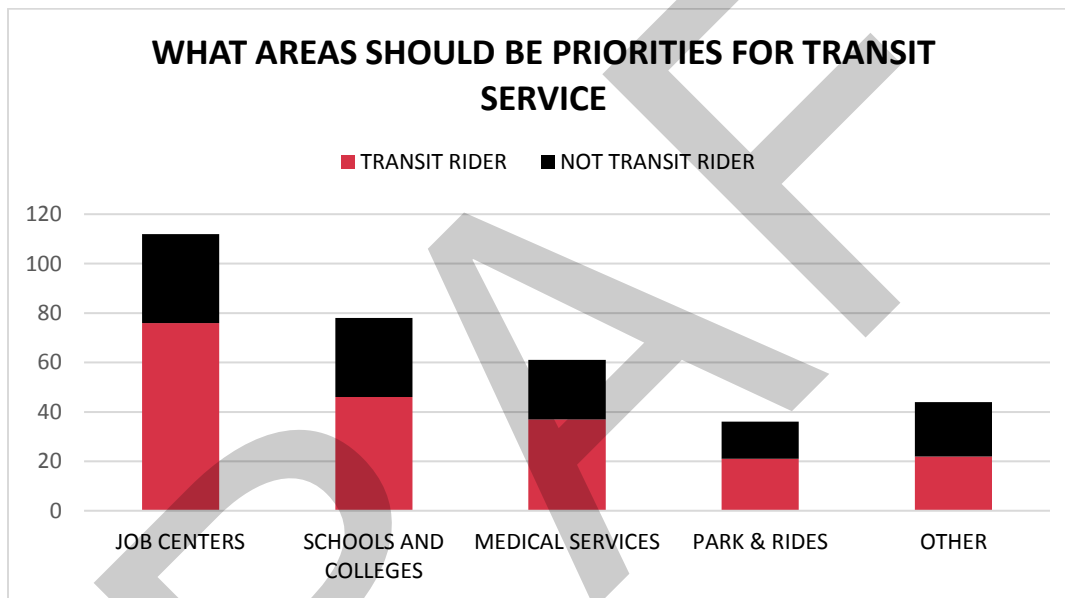
Category	Total
What Areas Should be Priorities for Transit Service?	383
What Would Encourage You to Ride Transit More?	395
Access to Transit	152
What Would You Prioritize Improving?	259
Are You More or Less Likely to Take Transit Today Because of New Mobility?	90



TRANSIT RIDERSHIP IN THE REGION

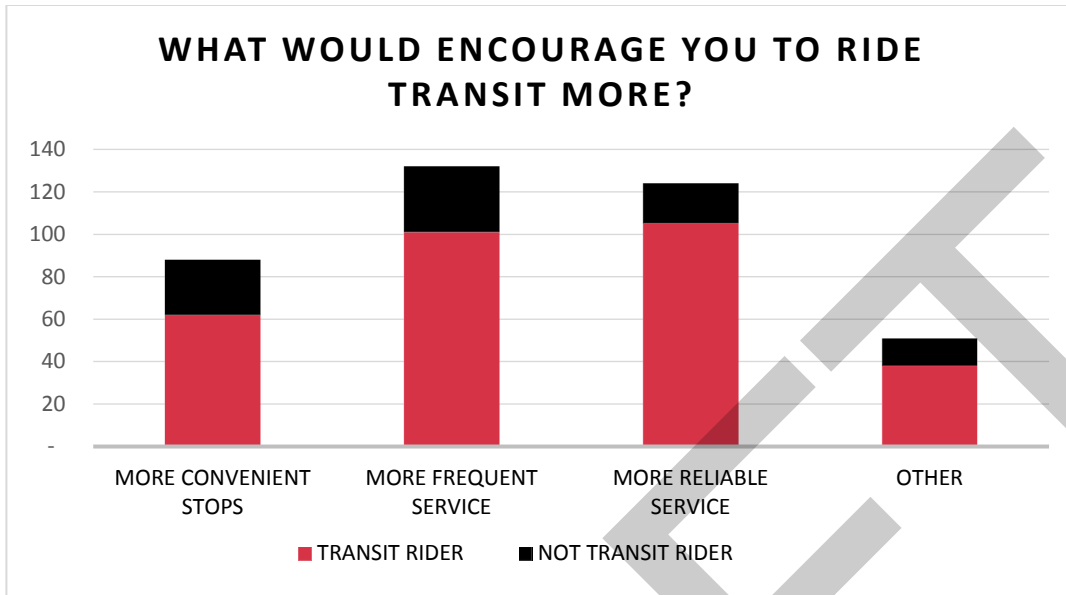
Two boards presented data on current transit ridership in the region. The first board included information on commuting mode, trip purpose on different transit modes, median household income and car availability by transit mode, and a “heat map” of trip concentrations in the region. Participants were then able to answer the question, “*What areas should be priorities for transit service?*”

383 survey participants responded to the question. Of the 383 participants, 66 percent (254) of identified themselves as “*transit riders*” and 34 percent (129) identified themselves as “*not transit riders*.” Over a third of the participants selected “*Job Centers*” as the most critical priority for transit service. Alternatively, park & rides had the lowest number of votes accounting for just over 10 percent of all responses.



The second board presented the trends in annual bus and rail ridership for transit in the region. The prompt on this board asked participants, “*What would encourage you to ride transit more?*”

395 people responded to the prompt with, 77 percent (306) of the survey participants indicating they were “*transit riders*.” The two most selected responses that survey respondents believed would change their commuting habits and encourage them to ride transit more were, “*more frequent service*” (33 percent) and “*more reliable service*” (31 percent).



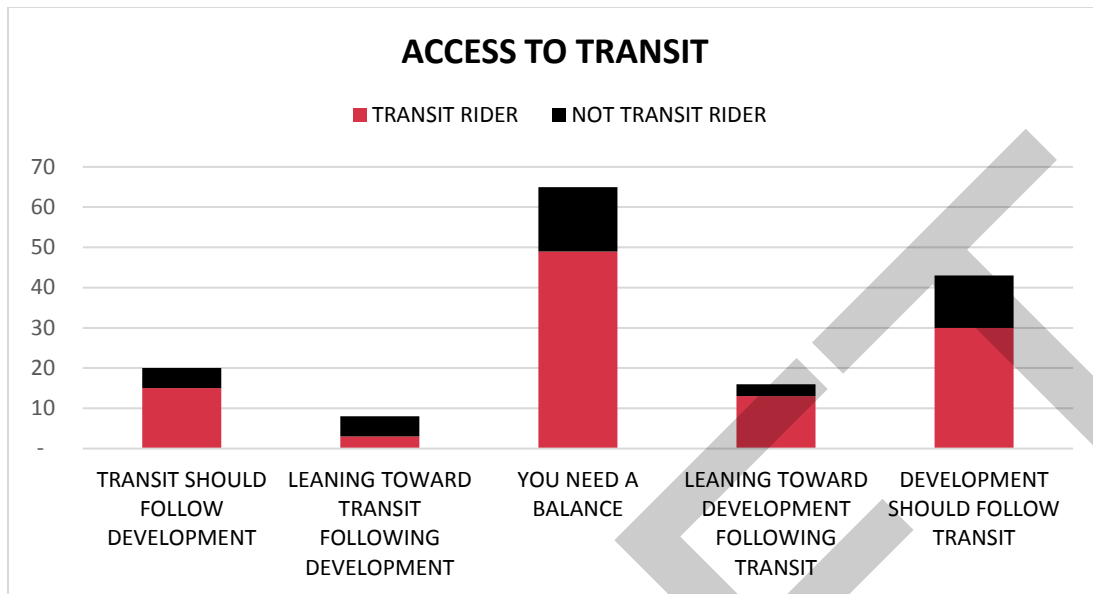
For those who selected *Other*, some frequent options listed included:

- Safety and security
- New transit routes
- Greater connectivity to rail
- Cleanliness
- Free bus passes for students

ACCESS TO TRANSIT

One board focused on the extent to which residents and jobs are within walking distance of bus stops and rail stations. Projected residential and job growth overlaid with the existing areas with transit access demonstrated the potential discrepancies between these three patterns. The associated question asked participants to place their dot on a spectrum, one end of which was, “*Transit should follow development*,” and the other end of which was, “*Development should follow transit*.”

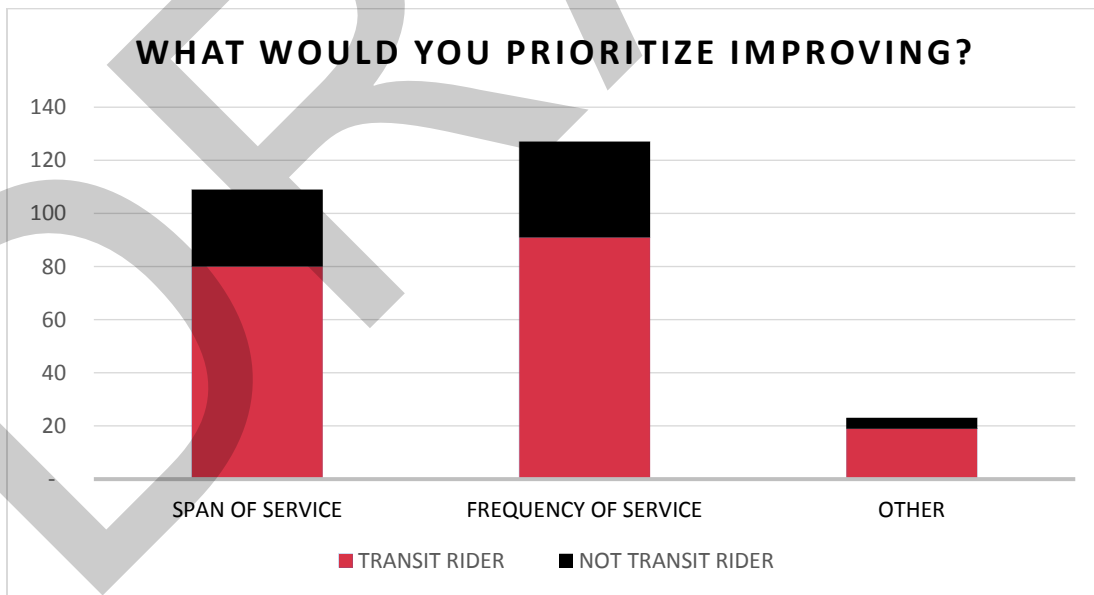
Over 70 percent of the 152 survey respondents viewed “*You need a balance*” and “*Development should follow transit*” as the most beneficial factors to one’s transit access. Only 20 participants deemed that “*Transit should follow development*” was the best way of solving access to transit disparities.



LEVEL OF SERVICE IN THE REGION

Level of service is the quantity of transit service provided to an area. However, as this is measured in different ways, the RTP Project Team presented the difference between span of service and frequency of service. Participants were asked, “*What would you prioritize improving?*” and were given the options, *Span of Service*, *Frequency of Service*, or *Other*.

Nearly three fourths (190) of the 259 survey respondents identified themselves as “*transit riders*.” The item with the highest amount of responses was “*frequency of service*” with 127 of the total votes. Not far behind was “*span of service*” with 109 votes.



For those who selected *Other*, some frequent options listed included:

- Improved speed of service;
- New transit routes;

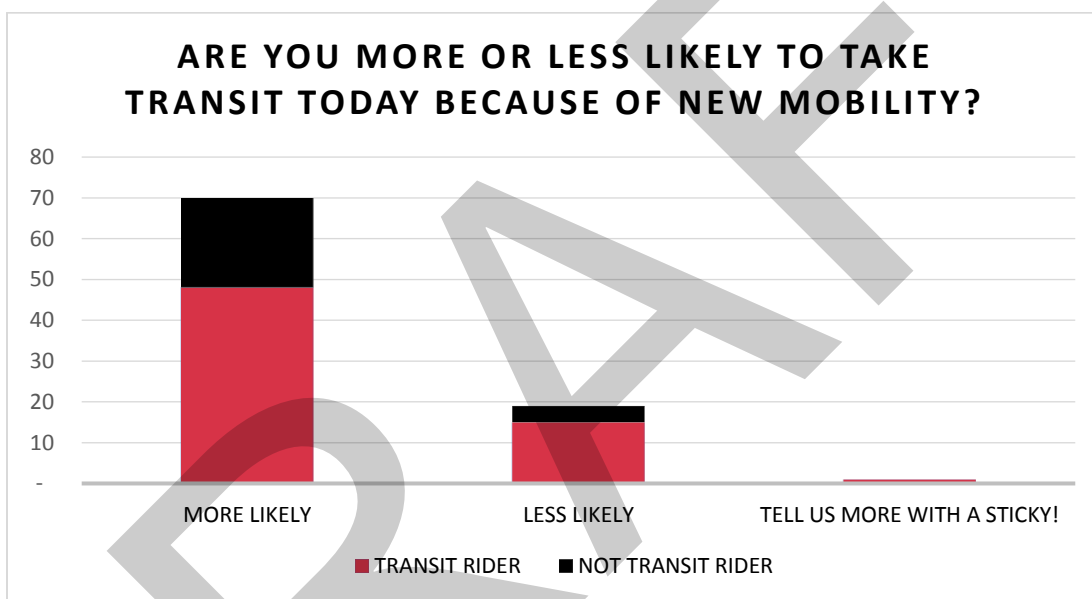


- Safety and security on buses; and
- More reliable service

NEW MOBILITY

As many members of the public may not be familiar with the broad variety of “new mobility” options, one board focused on defining what they are and where they are already present in the region. Further, the regional context was set against national transit trends compared to the rise in “Transportation Network Companies (e.g., Lyft and Uber). Participants were then asked, “Are you more or less likely to ride transit today because of new mobility options?”

Of the 89 respondents, roughly 80 percent of them stated that they would be “*more likely*” to take transit because of *New Mobility*. Nearly half of the respondents that stated they would be “*more likely*” to take transit because of new mobility were not currently transit riders.



THE CUSTOMER JOURNEY

With multiple parts to any customer’s journey, the RTP Project Team wanted to understand what the public felt could make the transit experience better. With the open-ended opportunity to share ideas, participants placed post-its throughout the graphical representation of the steps found in any transit trip.

Of the 143 comments to this open-ended question as well as extraneous post-it comments from other boards that were incorporated with the responses in this category, ten (10) common themes emerged:

1. Comprehensive System (complete streets, bus lanes, regional connectivity, etc.) (31)
2. Safety and Security (16)
3. More Frequent Service (12)
4. Cleanliness (9)



5. Bus Shelters (8)
6. Equitable Access (elderly, disabled, and minority populations) (8)
7. Bus Operator Customer Service (7)
8. More Reliable Service (7)
9. Wayfinding (7)
10. Access to more Real-Time Data (6)

NEXT STEPS

The data upon which this preliminary analysis was complete will be further reviewed and refined and compared against future findings and surveys. These results will be considered in conjunction with continued outreach and engagement throughout the project, combining to inform the goals, priorities, and strategies in the Regional Transit Plan. The RTP project team will continue to provide opportunities for the public to provide input through a variety of media, including additional online and in-person surveys. Future surveys will use alternative formats, responding to previous input as well as acknowledging how different audiences respond to diverse types of survey tools.

memorandum

TO	Holly T. Arnold	DATE	May 30, 2019
FROM	James L. Shea	EMAIL	jlshea@venable.com
CC	Simela Triandos	PHONE	410-244-7734

This is to provide you with feedback on the tentative Commission goals presented to the Commission during the meeting of April 24 on slide 23 of the PowerPoint deck.

The wording of the goals is inexact. It is important that we have goals that can be measured so that all are held accountable as the plan is implemented. Some of the proposed verbs deal with process: "Prioritize," "Promote," and "Encourage." Others are hortatory: "Focus," "Ensure." These terms are not susceptible to measurement. Better to use concrete action verbs such as "Increase," "Reduce," "Identify," "Improve," and "Create."

Substantively, I think we would do well to revise the goals presented and add several. Following the order in which you have listed the goals, I suggest the following:

1. Financial Stewardship:

Although it ought not constrain our vision, our plan should take into account the resources needed to implement it. Themes from the Commission's goals exercise and the public input state financial goals more effectively:

"Develop funding and financing strategies."

"Identify new funding sources."

"Create new options for financing."

Any of these, or a combination of them would work.

2. Focus on Rider Journeys:

This is too vague. Again, the Commission goals exercise and the public input articulated better goals on the topic:

"Improve the efficiency and reliability of travel in Central Maryland."

"Increase ridership by enhancing the experience of using transit."

"Reduce traffic congestion." (This could be a separate goal).

Again, any or a combination of these will work.

3. Prioritize Equitable Access:

Vague. Why not try this?

"Increase everyone's access to jobs, particularly for those who do not have a car."

4. Deliver a Safe and Sustainable Transit Network:

Alternative and addition:

"Improve safety on and around transit."

"Reduce auto emissions and improve air quality."

5. Promote the Region's Economic Competitiveness:

I would break down this important goal into several:

"Identify corridors for improved transit and transit oriented development."

"Provide faster, more cost effective and efficient means of moving commerce in and through Central Maryland, especially to and from the Port of Baltimore."

6. Encourage a Nimble Approach to Technological Advances:

To the extent that I understand it, this seems like a strategy rather than a goal.

In addition to adding the goals suggested above, I would include the following:

"Insure that the transit systems in Central Maryland are integrated with the link between DC and Baltimore."

"Insure that the transit systems of the local jurisdictions within Central Maryland are integrated and efficient."

"Contribute to improvements to Northeast Corridor transit, including those involving the Baltimore and Potomac Tunnel."

To the extent that the order of the goals is to signify their importance, I would not have the goal relating to financial stewardship first; I would have it last. Goals 2 through 5, as restated, could go in any order before it.

I would be happy to discuss these thoughts whenever it is deemed appropriate.